

ADDENDUM NO. III

DATE: January 5, 2016

TO: All Proposers

FROM: Janice McClelland, Assistant Purchasing Agent

SUBJECT: Addendum No. 3 – Website Development Services

PROPOSALS TO BE OPENED: January 8, 2016 (**see new date below), at 11:00:00 a.m.

This addendum becomes a part of the Contract Documents and modifies the original specifications as noted.

Item I. Postponement of Deadline for Submission of Proposals

The deadline for submission of proposals hereby is postponed until January 12, 2016, at 11:00:00 a.m.

Item II. Responses to Questions Submitted to the Assistant Purchasing Agent

Q1. Is the City looking for all KAT route maps be transported into Google Transit? Will Google Transit need to be imported into the website?

A1. KAT is completing the Google Transit process and is preparing to launch the feature on January 11th.

Q2. Does the discussion forum feature need to be included in website project scope or just the ability to add later?

A2. The discussion forum could be used to foster a discussion of service changes and other items concerning KAT passengers (ex: facilitating a conversation on the recently proposed trolley changes). Therefore, the site should be set up such that the feature can be easily added/used as needed.

Q3. "Designer should ensure visitors to the site can include it as a homepage with customization, allow visitors to save searches and other personalization and assorted technologies." This sounds like a bookmarking ability in browser (not saving within website), but we would like further clarification.

A3. The City sees the personalization capabilities as an option if it chooses to pursue a third party E-commerce provider for pass sales. This feature would have the ability to save user preferences such as preferred schedules and purchasing history.

We also envision the capability of allowing users to be alerted when their preferred routes are affected by a detour.

Q4. Plug-ins such as Java or Adobe for opening, viewing, and printing any forms or documents – does the City want the ability to export PDFs and printing pages on the website? Or is the RFP referring to route PDF downloads and printing?

A4. In addition to the ability to download and print route PDF's, some web pages themselves could be useful as printed items and should be set up with easy printing capabilities.

Q5. "Website should include the capability of a calendar with the ability to function as either an internal or publicly viewed calendar." Is this calendar just for viewing purposes for all audiences?

A5. Yes, this calendar is for the viewing purposes of all site visitors.

Q6. E-commerce option sounds like an add-on at a future date. Will this be used for ticket purchases for specific routes?

A6. If the City chooses to utilize a third party E-commerce provider, the service would allow the customer to purchase any KAT pass from the site.

Q7. Do you have inventory of all features and functionality on your current site that you would like migrated to your new site? (Page 6, Section D1,3)

A7. All of the information on the current site should be migrated to the new site, including all printable information, route schedules, maps, etc.

Q8. We see that the schedules list populates to pdfs—what system is currently generating the schedules list? (Page 7, section E1)

A8. Schedules are created in Adobe Indesign as PDF documents and then uploaded to the site.

Q9. Does the interactive map need to remain embedded on the site? (Page 9, Section J2)

A9. An interactive map of some kind is preferred.

Q10. Can you further explain what you wish to accomplish for commuters with the Community feature? Is it so riders can communicate with each other, or so they can speak to KAT? (Page 7, Section D6)

A10. The community feature could be used to foster a discussion of service changes and other items concerning KAT passengers (e.g., facilitating a conversation on the recently proposed trolley changes).

Q11. The RFP requests the functionality to, "Allow visitors to save searches and other personalization and assorted technologies". Does this mean that there is an account system and if so, what users does it apply to? (Page 7, Section D7)

A11. If the City chooses to utilize a third party e-commerce system, the user should be required to register an account.

Q12. How will the calendar capability be used and what types of events might appear on this calendar? (Page 7, Section E5-6)

A12. The calendar could be used to show the dates of the public KTA board meetings, KAT sponsored events, etc.

Q13. It appears that Knoxville is not yet included in Google Transit. Do you envision this being completed soon, or are you relying on the vendor to assist with this? (Page 6, Section C1)

A13. KAT is completing the Google Transit process at this time and expects to go live on January 11, 2016.

Q14. Do you envision a more integrated feature with Google Maps + Transit overlay, or simply a link out to Google transit to satisfy the trip planning feature? (Page 6, Section C2)

A14. Currently, the plan is to utilize a link out to Google Transit.

Q15. What competition does KAT have in the area? (Page 7, D5)

A15. KAT is the only public transit provider in the City of Knoxville but must compete with personal automobiles.

Q16. Does full forum functionality need to be included in the quote or just some time to investigate options? (Page 7, D6)

A16. We would like to investigate options.

Q17. Regarding home page customization and other personalization, can you provide more detail of what types of customization you foresee? The functionality as described in the section is very vague. (Page 7, D7)

A17. Please see A3 above.

Q18. Do you have a full sitemap of what pages and documents are in place now that will need to be redirected? (Page 7, D8)

A18. No, we do not have a full sitemap.

Q19. Do you currently use a calendar system? (Page 7, E6)

A19. No, we do not currently use a calendar system.

Q20. Do you currently own and have access to your Google Analytics account? (Page 7, E9)

A20. No, we do not own or have access to a Google Analytics account.

Q21. Do you currently use an application system? If not, do you intend to use a third-party system, or do you need something integrated into the site? How many applications do you get on a monthly and yearly basis? (Page 8, I)

A21. We do not currently use an application system. Therefore, this would need to be integrated into the site. At a minimum, an online form for data entry resulting in a .pdf file emailed to KAT HR is needed.

Q22. Do you have any objections to cloud based hosting? (Microsoft Azure Cloud) Unlimited space cannot be provided. (Page 9, K)

A22. No, we do not have any objections to cloud based hosting.

Q23. Has the the City seen an off-the-shelf system that meets, or mostly meets, the requirements of the RFP, or is this expected to be a custom solution?

A23. This is expected to be a custom solution.

Q24. Section 5.2 - A - 2: What would the City expect to be presented on a "text only phone"? It seems questionable that much could be presented that would make sense and could add significant costs to the development for a very small group of cell phone users, who, if they are using that type of phone, are not searching the internet for information with it to begin with.

A24. The latest survey of our passengers indicated that 60% of our customers do not have a smart phone.

Q25. Section 5.2 - B - 1 - c Pass Sales: It was referenced in a later section that the ability to do Pass Sales from the site would be a future development. Having a tab on the site that basically indicates future development could lead to confusion and we would recommend that this not be listed as an element/link in the initial site.

A25. Yes, the ability to conduct pass sales via a third party e-commerce provider would come at a later date if KAT chooses to pursue that option. Without the ability, a tab on the site to direct users to a non-working page would be useless.

Q26. Two questions regarding Section 5.2 - C Google Transit:

a. Will the City be providing the data to the Google system to be uploaded for all of the routes, stops, types (Trolley, Bus), etc. And will the City do this on a regular basis to update the routes and other information? If not how will this be done? It is understood that the vendor will be responsible for maintaining the web site, but will the City be responsible for maintaining the route information with the interface provided by Google Transit and our implementation?

A26a. KAT is in the final stages of establishing Google Transit and is expecting to launch the feature on January 11th, 2016. KAT staff will be responsible for maintaining the route information.

b. Does the City require a Static or Dynamic Google Transit interface?

A26b. KAT is using a static Google Transit interface.

Q27. Section 5.2 - D - 1: What is the database for the current system and how will this data be presented to the successful bidder? Since most of this data is the "Transit" data, does this refer to the previous question and how the data will be presented to us?

A27. The successful bidder does not need access to this data because it is sent directly to Google.

Q28. Section 5.2 - D - 3: We understand the ability to add the links to the various social media sites to the pages, but we have a question about the last part of the requirement in: "gather feedback." What is the feedback expected, and how does the City expect to receive it? We would not expect to be searching the various social sites looking for references to the KAT system.

A28. We do not have the ability to share site pages via social media directly from the site. We would like to know when actions like this are taken on the KAT website.

Q29. Section 5.2 - D - 4: Is this requirement for providing the ability to City employees, who are providing updates, to upload photos, Word files, etc.? If it is also for users, how do you expect to manage this content? What is the purpose of this ability, and where on the listed elements from section B Navigability, do you want these documents and links presented? How does the City want to manage the size of the files, especially the video files, for size?

A29. This ability is for the use of KAT employees to upload pertinent public information to the website.

Q30. Section 5.2 - D - 6: We will explore the requirement for forums, but understands the wording to mean this is not a mandatory requirement for the initial system. Is that correct? Also, what would be the need for these forums as far as discussion topics?

A30. The discussion forum could be used to foster a discussion of service changes and other items concerning KAT passengers (ex: facilitating a conversation on the recently proposed trolley changes). Therefore, the site should be set up such that the feature can be easily added/used as needed.

Q31. Section 5.2 - D - 7: How would the City expect the user to save searches without having an "account" on the system? Does the City expect the vendor to support the ability to have 100,000 or more accounts on the system?

A31. If KAT chooses to utilize a third party e-commerce system, the user should be required to register an account.

Q32. Section 5.2 - E - 1: What kind of "operational interactive components" does the City have in mind?

A32. Operational interactive components are mentioned throughout the RFP. Components required include online comment forms, application forms, social media sharing, etc.

Q33. Section 5.2 - E - 2: We have used the W3.org Priority 1 Checkpoints (www.w3.org/TR/WCAG10/full-checklist.html) for guidance, but have not found an ADA Priority 1 set of requirements for web usage by disabled persons. Can the City point us to this list? We have reviewed the www.ADA.gov/pcatoolkit/chap5chklist.htm but have not found where it is listed as "Priority 1."

A33. The accessibility checklist referenced in the link above should be followed to achieve required accessibility.

Q34. Section 5.2 - E - 6: How does the City envisage the data for the Calendar to be populated, and what kind of data will be presented on the Calendar?

A34. The Calendar will be populated with regularly scheduled meetings as well as special events. We look to the web developer to provide the most appropriate population methods.

Q35. Section 5.2 - H: The requirements in this section do not seem to have much to do with the ADA requirements. Is this section miss-titled?

A35. No, the section is not miss-titled. It is meant to emphasize the point that the site should be accessible to all of our passengers.

Q36. Section 5.2 - I: On What tab from the section B of 5.2 would the applications and para-transit service application be listed? Where will the employment application and paratransit form and data be sent for further processing? What format will the data be required in?

A36. This data may not necessarily be found in the form of a tab under one of these “elements” listed. We expect the vendor to present a layout that they feel is most appropriate. The completed applications will be sent to our HR department for processing in any readable form.

Q37. Section 5.2 - J - 2: How does the City plan on providing real-time mapping and arrival information to the web site? What time frame would a requirement like this be implemented in?

A37. The City plans to implement real-time mapping in the future. However, there is no time frame in place to provide an estimation.

Q38. Section 6.2 Invoices: It was not described in the included contract documents as to how payments would be made. Is this to be negotiated later? Are up front partial payments allowed for startup costs? If there is another contract to be signed, can a sample be provided, and then questions asked after review?

A38. Contract milestone payments will be decided during contract negotiations.

We are not certain what the question means by "another" contract. A contract will be signed by the successful proposer and the City; much of the language to be included in that contract is provided the RFP, with the remainder to be largely drawn from the accepted proposal and any negotiated modifications.

END OF ADDENDUM NO. III